

**BRAD D. SMITH
SCHOOLS OF BUSINESS**



Sixth Annual

**MARSHALL
BUSINESS RESEARCH
CONFERENCE**

Friday, November 14, 2025

Welcome Message



Rohan Christie-David, Ph.D. Dean of the Lewis College Business at Marshall University

On behalf of Lewis College of Business at Marshall University, I am delighted to welcome you to the Sixth Annual Marshall Business Research Conference. We look forward to sharing this collaborative spirit and to advance our understanding of critical issues in business.

This conference supports the mission of the Lewis College of Business to disseminate knowledge that brings prosperity to our students, West Virginia, and beyond. Today's program features forward-thinking papers that underscore the importance of interdisciplinary research and collaboration in addressing the pressing challenges and opportunities within our fields.

I am proud to welcome Dr. James Field, an alumnus from our MBA program, as our keynote speaker. I would like to extend my heartfelt thanks to our dedicated researchers, presenters, and guests for making this conference a success. I am confident that today's exchanges will spark new ideas, partnerships, and solutions that extend well beyond this gathering.

Thank you for joining us, and welcome to the Lewis College of Business at Marshall University. Together, let's make this a memorable and impactful conference.

Conference Chair Welcome

Timothy Bryan, DBA, CPA Associate Professor

The Research and Scholarly Activities Committee at the Lewis College of Business proudly hosts the Marshall Business Research Conference, providing a dynamic platform for discussing impactful applied business research. The presentations you'll encounter highlight essential practical implications across business, healthcare, the economy, and technology. It's the collaborations, engaging interactions, and constructive feedback that truly distinguish this conference. We extend our sincere gratitude to everyone who made this event possible, including the presenters, program committee, session chairs, and judges. Special thanks to Drew Stephenson from Marshall University for preparing the conference proceedings.



Program Committee and Session Moderators

- Timothy Bryan, Associate Professor, Marshall University
- Amanda Thompson-Abbott, Assistant Professor, Marshall University
- Jeff Larson, Assistant Professor, Marshall University
- Kevin Knotts, Associate Professor, Marshall University
- Richard Agesa, Professor, Marshall University
- Boniface Yemba, Associate Professor, Marshall University
- Lei Ouyang, Assistant Professor, Marshall University
- Jungsu Ryu, Associate Professor, Marshall University

Keynote Speaker Biography



James Field, Ph.D. Associate Professor at West Virginia University

Dr. James Field is a member of the Department of Management at West Virginia University. Since 2011 Dr. Field has contributed to the [metaBUS](#) project, which is the world's largest searchable, cloud-based database of scientific findings since 2011. He is also an Ambassador for the Center for Open Science. Dr. Field's research has been published in outlets like *Science*, *Journal of Applied Psychology*, *Personnel Psychology*, and *Journal of Organizational Behavior*. In 2015 he was a recipient of the Society for Industrial and Organizational Psychology's Best International Paper Award and recently received awards from Virginia Commonwealth University's Graduate School and SIOP for his dissertation research.

His research spans the areas of organizational behavior, human resource management, and organizational research methods. Dr. Field is especially interested in employee staffing (e.g., employee turnover), different aspects of employee motivation (e.g., stress, recovery, justice), meta-analysis, sensitivity analysis, open science, and approaches for summarizing entire scientific literature.

Dr. Field received his Ph. D from Virginia Commonwealth University and is also an alumnus of Marshall University's MBA program and Glenville State College.

Honors and Awards

- 2017 Dean's Scholar Award from the VCU School of Business
- VCU's Graduate School 2016-2017 Dissertation Award (\$23,000)
- SIOP's 2016-2017 Dissertation Scholarship (\$3,000)
- Awarded Best International Paper by the Society of Industrial and Organizational Psychology in Philadelphia, PA. for Field, J. G., Munc, A. H., Bosco, F. A., Uggerslev, K. L., Steel, P. (2015). *Effect size benchmarks for common I-O topics around the globe*.
- Paper published in Academy of Management Best Paper Proceedings: Bosco, F.A., Field, J.G., & Pierce, C.A. (2012, August). *Accommodational plasticity in organizational science: Influence of hypothesis framing on effect size*. Paper presented at the meeting of the Academy of Management, Boston, MA.

Breakfast and Opening Remarks 8:00 a.m. – 9:45 a.m.

SBUS 113 Join virtually: [Opening Link](#)

Registration & Breakfast – 8:00 a.m.

Welcome Remarks – 9:00 a.m.

Rohan Christie-David, Dean of the Lewis College of Business, Marshall University, WV

First Session 10:00 a.m.- 11:30 a.m.

Research Area 1 SBUS 109 Join Virtually: [First Session Area 1 Link](#)

Moderator: Amanda Thompson-Abbott, Marshall University, WV

Session order

Is Accounting Unattractive? Why Students Aren't Flocking to the Major

*Christin Kooti, Marshall University, WV | AJ Kooti, Georgia Gwinnett College, GA |
Dorothy Thompson, Florida Southwest College, FL | Timothy Bryan, Marshall University, WV*

Budget Models in Higher Education: A Study of resource Allocation and Performance Outcomes

Timothy L. Shuey, Marshall University, WV

The Best Places to Retire missing factor: TAXES

Charles Stivason | Tom Norton | Amanda Thompson-Abbott, Marshall University, WV

Tax Reserve Informativeness Across Tax Strategies: A Concloave Association

Tyler P. Johnson, Appalachia State University, NC

Research Area 2 SBUS 112 Join Virtually: [First Session Area 2 Link](#)

Moderator: Jeffery Larson, Marshall University, WV

Session Order

Are We Squeezing Out Quality: The Mediating Role Of Manager Turnover On The Ownership To Quality Care Relationship

Jamey Halleck | Jeff Larson, Marshall University, WV

Corporate Social Responsibility in Healthcare Abstract

Ananya Rautela, Marshall University, WV

Impact of Discharge Lounges on Hospitals

Paul T. Finch | Michale Blatt | Alberto Coustasse, Marshall University, WV

IP Implications of AI Regulation: A Critique of Ohio H.B. 469

Casey W. Baker | Ralph E. McKinney | Olen L. York | L. Kevin Levine, Marshall University, WV

Lunch & Keynote 11:45 a.m.- 1:00 p.m.

SBUS 113 Join Virtually: [Keynote Link](#)

James Field, West Virginia University, WV

Second Session 1:15 p.m.- 2:30 p.m.

Research Area 1 SBUS 109 Join Virtually: [Second Session Area 1 Link](#)

Moderator: Timothy Brayn, Marshall University, WV

Session order

Where is the Proof? Accruals-Based Earnings Management in the Distilled Spirits Industry

Brian Weldon, Marshall University, WV

Management Control Systems and Financial Stability in Human Service Nonprofit Organizations

M. Constance Augustine, Marshall University, WV

Cyber Incident Disclosures in 8-K Filings

Nancy Lankton, Marshall University, WV | Amir Zahed, Wright State University, OH

Research Area 2 SBUS 112 Join Virtually: [Second Session Area 2 Link](#)

Moderator: Boniface Yemba, Marshall University, WV

Session order

Cultural Distance and Margins of Trade

Boniface Yemba, Marshall University, WV

Nursing Excellence as Strategy: The Impact of Magnet Status on Patient Mortality, Infection, and Falls

Jamie Parsons | Connie Cochran | Molly Collins | Alberto Coustasse, Marshall University, WV

Telemedicine in Action: Transforming Stroke Diagnosis, Treatment, and Access Equity

*Kasi Gorli | Sruthi Katamneni | Pavithra Gadiparthi | Dustin Baum | Apexa Patel | Craig Kimble
| Alberto Coustasse, Marshall University, WV*

System Failure: Ransomware as a Public Health Emergency

Kasi Gorli | Dustin Baum | Brian Cox | Alberto Coustasse, Marshall University, WV

Break 2:30 p.m. – 2:45 p.m.

Atrium

Third Session 2:45 p.m.- 4:00 p.m.

Research Area 1 SBUS 109 Join Virtually: [Third Session Area 1 Link](#)

Moderator: Boniface Yemba, Marshall University, WV

Session Order

Lessons Learned on the Road to Tenure: What Every Business Faculty Should Know

James Kirby Easterling | Kristen Wilson | Julia Graham, Eastern Kentucky University, KY

Teaching Econometrics to Undergraduate Students without Prerequisites on Calculus and Mathematical Statistics

Boniface Yemba, Marshall University, WV

The Impact of Tariffs on Supply Chain Strategy and Marketing Communication

James Kirby Easterly | Jacob Haas, Eastern Kentucky University, KY

Research Area 2 SBUS 112 Join Virtually: [Third Session Area 2 Link](#)

Moderator: Kevin Knotts, Marshall University, WV

Session order

Signals of Value: A Comparative Analysis of SDE and EBITDA in Predicting Microbusiness Sale Price

Joseph Turley, Marshall University, WV

AI in the Workplace: Understanding Role Ambiguity, Employee Motivation, and Learning Engagement

Sheena Metzger, Marshall University, WV

Imposter Phenomenon Leadership Effectiveness in Female Leaders

Chistina Clarke, Marshall University, WV

The Impact of Labor Strikes on Firm Value - An Event Study

Kevin Knotts | Timothy Bryan, Marshall University, WV

Research Area 3 SBUS 209 Join Virtually: [Third Session Area 3 Link](#)

Moderator: Lei Ouyang, Marshall University, WV

Session order

Nonlinear Lifespan Patterns in HEXACO Personality Traits and Leadership Development

Stephen Wallace, Marshall University, WV

The Filter and Fuel Framework: Explaining How Intrinsic Spirituality Converts Entrepreneurial Orientation into Action

Julia Winston, Marshall University, WV

Serving the Silver Economy: How Rural Family Firms Recognize and Pursue Opportunities in Aging Markets

Charlie Dennie, Marshall University, WV

Beyond the Podium: A Global Analysis of Economic Growth and Corruption in Hosting Mega Sporting Events

Elizabeth Arthur, Marshall University, WV